

WE CLAIM:

1. An original envelope having encoded thereon a fragile digital watermark representing plural bits of digital data, said watermark permitting a photocopy thereof to be distinguished from the original.
2. The envelope of claim 1 in which the watermark is formed with ink.
3. The envelope of claim 1 in which the watermark is formed by texturing of the original envelope medium
4. The envelope of claim 1 that additionally has encoded thereon a second digital watermark that withstands at least certain photocopying operations.
5. The envelope of claim 4 in which the second digital watermark encodes data useful for linking to an internet computer site.
6. The envelope of claim 4 in which the second digital watermark encodes data representing a device or user that produced the document.
7. The envelope of claim 4 in which one of said watermarks indicates to compliant equipment that the envelope should not be reproduced.
8. The envelope of claim 4 in which the second digital watermark is printed on the envelope at the same time as a franking mark.
9. The envelope of claim 8 in which the second digital watermark is printed on the envelope by the same printing assembly used to print said franking mark.

10. The envelope of claim 4 in which at least one of said digital watermarks occupies a region that is also occupied by a franking mark printed on said envelope.

11. The envelope of claim 4 in which the second watermark is formed on a
5 second side of the envelope, opposite a side on which the first watermark is formed.

12. The envelope of claim 1 in which said digital watermark is printed on the envelope at the same time as a franking mark.

10 13. The envelope of claim 1 in which said digital watermark is printed on the
envelope by the same printing assembly used to print said franking mark.

14. A blank original substrate suitable for later use in a printing operation to produce a printed document, the blank original substrate having encoded thereon a fragile
15 digital watermark representing plural bits of digital data, said watermark permitting a photocopy thereof to be distinguished from the original.

15. The substrate of claim 14 in which the watermark is formed with ink.

20 16. The substrate of claim 14 in which the watermark is formed by texturing of
the substrate medium

17. A printed document comprising the substrate of claim 14 that additionally has encoded thereon a second digital watermark that withstands at least certain photocopying operations.

18. The document of claim 17 in which the second digital watermark encodes data useful for linking to an internet computer site.

DESIGNING FOR THE FUTURE

19. The document of claim 17 in which the second digital watermark encodes data representing a device or user that produced the document.

20. The document of claim 17 in which the second watermark is formed on a
5 second side of the envelope, opposite a side on which the first watermark is formed.

21. The substrate of claim 14 in which the watermark indicates to compliant equipment that the envelope should not be reproduced.

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